

# UNLV

International Center for  
GAMING REGULATION

D.C. CAPACITY BUILDING

## SPORTS BETTING

INNOVATION:IMAGINATION TO  
REALITY HOW AN IDEA BECAME  
THE SPORTSBOOK OF THE FUTURE



# UNLV

International Center for  
GAMING REGULATION

## ACCREDITATION

The only academically accredited institute dedicated to the study of gaming and regulations

## PRIMARY OBJECTIVES

Industry Education, Convening  
Industry Stakeholders, Research

## ACCESSIBILITY

New online format

## BY THE NUMBERS

**2,300 +**  
students served

**1,754 +**  
educational hours

**150 +**  
jurisdictions

**95**  
topics offered

**44**  
areas of study, including  
custom developed programs

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GAMING REGULATION

**JOHN LUKASIK**

DIRECTOR OF RACE, SPORTS  
AND ESPORTS AT CAESARS  
ENTERTAINMENT

**CRAIG FERREIRA**

OPERATIONS MANAGER  
UNLV INTERNATIONAL CENTER  
FOR GAMING REGULATION



# PATH TO SPORTSBOOKS



# WHAT IS CREATIVITY & INNOVATION?



# UNLV INNOVATION LAB



# TRADITIONAL SPORTSBOOK



- Stadium/Theater style seating
- Large TV screens and betting boards
- Situated next to bar and food outlets
- Generally located near the middle of the casino

# INNOVATION: THE BOOK AT THE LINQ HOTEL + EXPERIENCE



Unique sportsbook on the Las Vegas Strip  
12 rentable fan caves including 98" split screen TV, (2) 49" TVs, XBOX, and VR  
Rentable living room  
Bottle service and unique food available



# INNOVATION: THE BOOK AT THE LINQ HOTEL + EXPERIENCE



Small traditional sportsbook  
Kiosks and mobile app

Also features beer tasting, Build your own Mule, parlor games

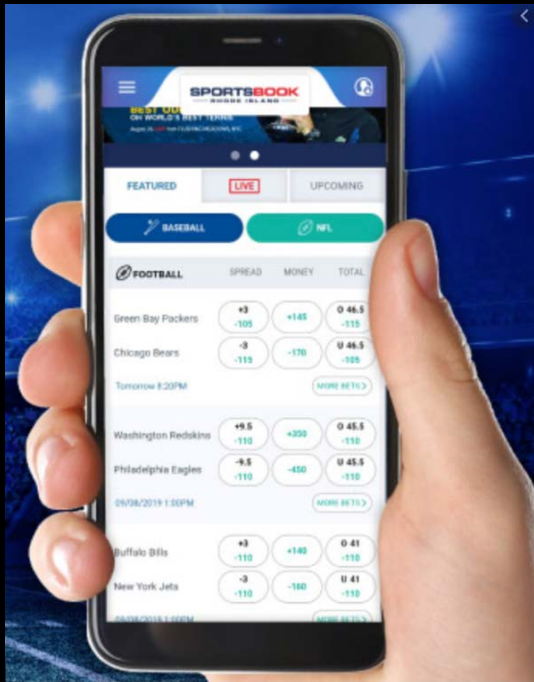
Accessible right off of Promenade where there are many shops, restaurants, venues and the High Roller

# WHY DID THE LINQ CHANGE?



What we've done is reinvent the old-school sportsbook model. We've incorporated what people love about arenas and stadiums and their favorite bars and even their own living room. We took all of those attributes and created what we feel is the race and sports experience of the future.

# INNOVATION: WAYS TO WAGER



# INNOVATION: PROPOSITION WAGERS

## Opening Coin Toss:

40001	Heads	-102
40002	Tails	-102

## Team That Wins Coin Toss Wins Game?

40005	Yes	-110
40006	No	-110

## First Team to Score in Game:

40009	49ers	-110
40010	Chiefs	-110

## Will Either Team Score in First 5 Minutes?

40013	Yes	+160
40014	No	-180

*If there is 10:00 on the clock when first score happens, yes will be graded the winner*

## Which Happens First For 49ers?

40017	Score	-110
40018	Punt	-110

## Will There Be a Field Goal in First Quarter?

40021	Yes	-110
40022	No	-110

## Will There Be a Field Goal in Third Quarter?

40025	Yes	-120
40026	No	EV

## Team To Win Coin Toss:

40003	49ers	-110
40004	Chiefs	-110

## Total Combined Score In Game Will Be:

40007	Odd	-120
40008	Even	EV

## First Score of Game Will Be:

40011	Touchdown	-180
40012	Field Goal/Safety	+160

## Will Either Team Score in First 7 Minutes?

40015	Yes	-170
40016	No	+150

*If there is 8:00 on the clock when first score happens, yes will be graded the winner*

## Which Happens First For Chiefs ?

40019	Score	-120
40020	Punt	EV

## Will There Be a Field Goal in Second Quarter?

40023	Yes	-250
40024	No	+210

## Will There Be a Field Goal in Fourth Quarter?

40027	Yes	-160
40028	No	+140

# INNOVATION: FUTURE WAGERS

CHAMPIONSHIPS | SEASON WIN/POINT TOTALS | PLAYOFFS  
POLITICAL | X HAPPEN BY Y YEAR

## SUPERBOWL ODDS

	OPENING ODDS (1/20/20)	CURRENT ODDS (3/17/20)
KANSAS CITY CHIEFS	7/1	4/1
BALTIMORE RAVENS	7/1	13/2
SAN FRANCISCO 49ERS	7/1	7/1
NEW ORLEANS SAINTS	10/1	11/1
DALLAS COWBOYS	20/1	12/1
SEATTLE SEAHAWKS	18/1	17/1
GREEN BAY PACKERS	15/1	18/1
PHILADELPHIA EAGLES	15/1	18/1
NEW ENGLAND PATRIOTS	12/1	20/1
BUFFALO BILLS	30/1	20/1
PITTSBURGH STEELERS	25/1	25/1
LOS ANGELES CHARGERS	30/1	25/1
INDIANAPOLIS COLTS	40/1	25/1
TAMPA BAY BUCCANEERS	50/1	25/1
LOS ANGELES RAMS	25/1	28/1
MINNESOTA VIKINGS	25/1	28/1
LAS VEGAS RAIDERS	30/1	30/1
TENNESSEE TITANS	25/1	35/1
CHICAGO BEARS	30/1	40/1
CLEVELAND BROWNS	40/1	40/1
DENVER BRONCOS	50/1	50/1

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## MLB SEASON WIN TOTALS

TEAM MUST PLAY AT LEAST 160 REGULAR SEASON GAMES FOR ACTION

ANGELS: REGULAR SEASON WINS		NATIONALS: REGULAR SEASON WINS	
5501 ANGELS	84 1/2 -110	5531 NATIONALS	92 -110
	-110		-110
ASTROS: REGULAR SEASON WINS		ORIOLES: REGULAR SEASON WINS	
5503 ASTROS	97 -110	5533 ORIOLES	56 1/2 -110
	-110		-110
ATHLETICS: REGULAR SEASON WINS		PADRES: REGULAR SEASON WINS	
5505 ATHLETICS	89 1/2 -110	5535 PADRES	84 -110
	-110		-110
BLUE JAYS: REGULAR SEASON WINS		PHILLIES: REGULAR SEASON WINS	
5507 BLUE JAYS	77 -110	5537 PHILLIES	86 1/2 -110
	-110		-110
BRAVES: REGULAR SEASON WINS		PIRATES: REGULAR SEASON WINS	
5509 BRAVES	92 -110	5539 PIRATES	71 -110
	-110		-110
BREWERS: REGULAR SEASON WINS		RANGERS: REGULAR SEASON WINS	
5511 BREWERS	85 -110	5541 RANGERS	79 1/2 -110
	-110		-110
CARDINALS: REGULAR SEASON WINS		RAYS: REGULAR SEASON WINS	
5513 CARDINALS	88 -110	5543 TB RAYS	89 -110
	-110		-110
CUBS: REGULAR SEASON WINS		RED SOX: REGULAR SEASON WINS	
5515 CUBS	87 -110	5545 RED SOX	89 -110
	-110		-110
D'BACKS: REGULAR SEASON WINS		REDS: REGULAR SEASON WINS	
5517 D'BACKS	81 -110	5547 REDS	82 -110
	-110		-110
DODGERS: REGULAR SEASON WINS		ROCKIES: REGULAR SEASON WINS	
5519 DODGERS	99 1/2 -110	5549 ROCKIES	75 1/2 -110
	-110		-110

# INNOVATION: HALF-TIME BETS



**FOOTBALL**

FIRST & SECOND HALF



**BASKETBALL**

FIRST & SECOND HALF



**BASEBALL**

FIRST FIVE INNINGS

**WHY?**

**SMART?**

# INNOVATION: IN-RUNNING WAGERS

In-running takes a 2, 4 or 6 wagering event game into an infinite wagering event.

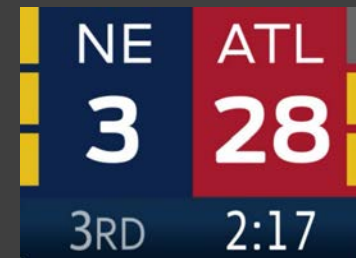
This can increase handle and help manage risk

Traditionally, bets on sporting events happened before the start of the event, and at natural breaks in the event

For example, pre-game bets on baseball and half-time bets on basketball...

In-running wagering allows you to take wagers on events during the event.

Odds change on the outcome of the event due to changes during the event.

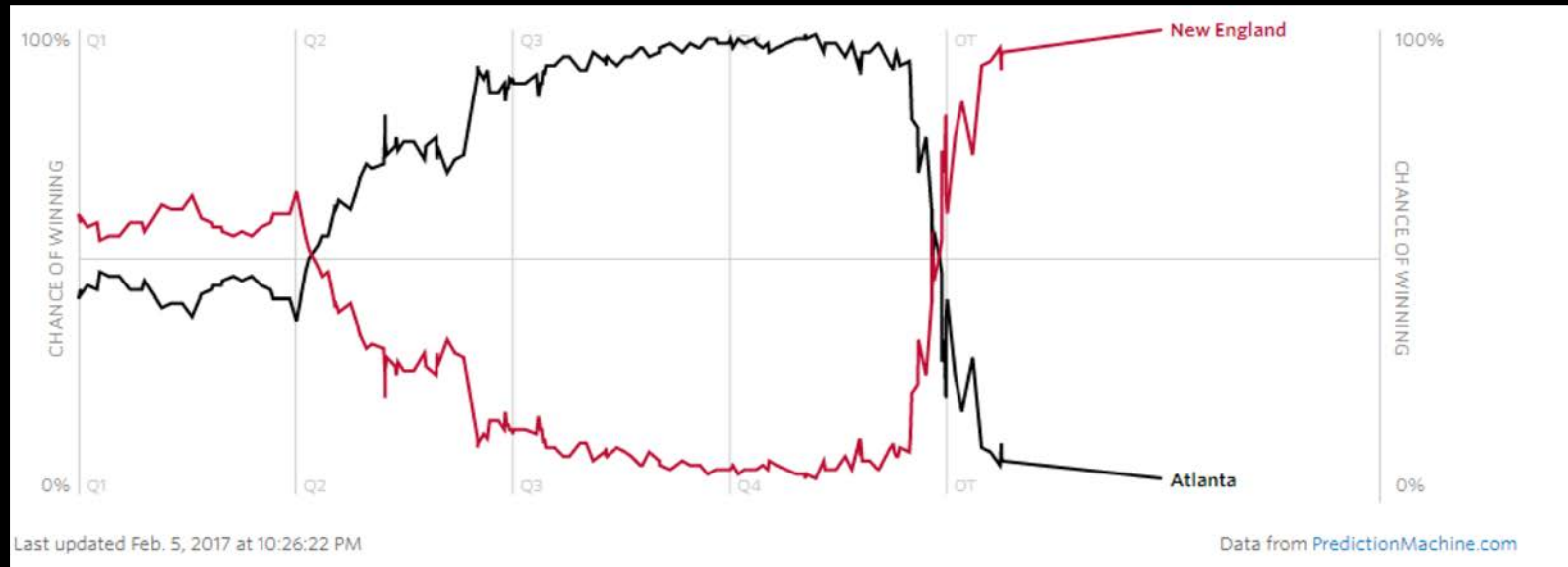


# IN-RUNNING WAGERS



## NEW ENGLAND PATRIOTS WIN SUPERBOWL LI

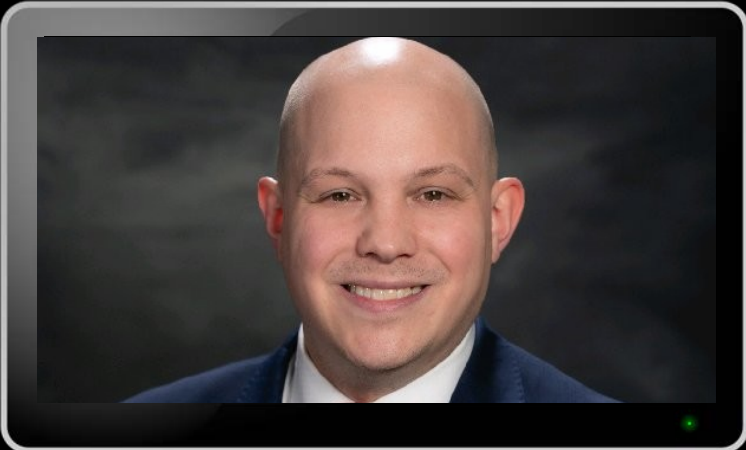
The probability of each team winning is plotted below over the course of the game based on 50,000 simulations run after every play





# INNOVATION & REGULATION





**THANK YOU!**

JOHN.LUKASIK916@GMAIL.COM  
CRAIG.FERREIRA@UNLV.EDU

